

WHY DO MANUFACTURERS WORK WITH GPOS?

An exclusive interview with National Account Managers from Amgen

Oncology Associates had the opportunity to meet with our National Account Managers from Amgen, Bruce Yeager and Jesse Hollingsworth. Through our conversation, we learned that manufacturers use GPOs as a third party to help membership understand the benefits from a clinical, economical and service standpoint.

OA: As a member of a Group Purchasing Organization (GPO), our members are probably well aware of the benefits of belonging to a GPO. But, they may not be aware of the reasons manufacturers work with GPOs. **What is the benefit to the manufacturer and community-based oncology practice of working with a GPO?**

Jesse: GPOs are a true partner in the whole selling process. When a GPO is loyal to a manufacturer, the manufacturer can pass cost savings on to the physician's practice.

Bruce: We rely on GPOs to act as an extension of all facets of our organization. OA enables our organization to convey timely clinical, contractual and educational information in an extremely efficient manner to its membership. Without GPOs, the information exchange process would be significantly slowed in our current market.

OA: Do GPOs provide any educational value to manufacturers?

Bruce: Through regional and national meetings, GPOs provide manufacturers with an opportunity to hold focus groups, CME/CEU activities, and a venue for honest feedback. GPOs also provide practices with a better understanding and awareness of the manufacturer's contract. They build an aggregation of research capabilities such as clinical trials.

OA: Why do you feel, as a manufacturer, it is important for practices to be a member of a GPO?

Jesse: Oncology practices look to GPOs as an essential resource they can trust. Ideally, a GPO acts as a loyal spokesperson for its practices and can provide an unbiased opinion on practice-related questions, such as contractual decisions and practice management issues.

OA: Bruce and Jesse, our sincere thanks for your valuable feedback. We hope this will help our membership understand the importance manufacturers place on working with a GPO.



NEUMEGA® CONTRACT REMINDER

Oncology Associates reminds you of its contract with Wyeth/Genetics Institute. The contract provides discounted pricing for the product Neumega® in 5 mg vial and 5 mg vial 7/bx quantities.

Neumega® is indicated for the prevention of severe thrombocytopenia and the reduction of the need for platelet transfusions following myelosuppressive chemotherapy in adult patients with nonmyeloid malignancies who are at high risk of severe thrombocytopenia.

WYETH/GENETICS INSTITUTE OFFERS A REIMBURSEMENT/MEDICAL AFFAIRS HOTLINE: 888-638-6342 FOR ASSISTANCE WITH BILLING FOR NEUMEGA®.



Oncology Associates would like to remind you of its contract for Innohep® (tinzaparin sodium for injection) with Pharmion Corporation. Innohep® is a once-daily low molecular weight heparin for the treatment of acute symptomatic deep vein thrombosis (DVT) with or without pulmonary embolism when administered in conjunction with warfarin sodium (such as Coumadin®).

INNOHEP® IS CURRENTLY AVAILABLE THROUGH FLORIDAINFUSION SERVICES. CONTACT FIS DIRECTLY AT 800-624-0152 TO PLACE AN ORDER.

| NDC# | PRODUCT NAME | STRENGTH | PACKAGE SIZE |
|--------------|--------------|--------------|---------------|
| 67211-342-08 | Innohep® | 20,000 IU/mL | 2mL vial |
| 67211-342-53 | Innohep® | 20,000 IU/mL | 10 x 2mL vial |